

## IN THE CLAIMS

Claim 1 (currently amended): A method of providing light-activated, tooth whitening services to a plurality of clients by one dental professional, which comprises:

- (a) providing a light-activated tooth whitening module comprising at least two light-activated, tooth whitening workstations, each workstation in the module being operated by the dental professional;
- (b) assigning each client to a workstation of the module; and
- (c) having the dental professional administer light-activated, tooth whitening services to each client in each workstation of the module, wherein at least a portion of the light-activated, tooth whitening procedure is provided to each client simultaneously.

Claim 2 (currently amended): The [[A]] method according to claim 1, further comprising evaluating clients prior to administering light-activated, tooth whitening services.

Claim 3 (currently amended): The [[A]] method according to claim 2, wherein clients are evaluated at a location physically removed from the workstations.

Claim 4 (currently amended): The method according to claim 2, wherein the step of evaluating comprises examining clients to determine their suitability for undergoing light-activated, tooth whitening.

Claim 5 (currently amended): The [[A]] method according to claim 4, wherein the step of evaluating comprises: comparing shades in a shade guide to the shade of the client's teeth and choosing a desired shade as a goal for treatment.

Claim 6 (canceled)

Claim 7 (currently amended): The [[A]] method according to claim 1, which further comprises priming the teeth of the clients prior to administering light-activated, tooth whitening services.

Claim 8 (currently amended): The [[A]] method according to claim 7, wherein the step of priming the teeth of the clients comprises brushing the teeth of each of the clients with a prewhitening dentifrice.

Claims 9-18 (canceled)

Claim 19 (currently amended): The [[A]] method according to claim 1, wherein light-activated, tooth whitening services comprises substantially whitening cosmetically visible teeth of a client.

Claim 20 (currently amended): The [[A]] method according to claim 19, wherein the teeth are substantially whitened in less than about two hours.

Claim 21 (currently amended): The [[A]] method according to claim 19, wherein the teeth are substantially whitened in less than about ninety minutes.

Claim 22 (currently amended): The [[A]] method according to claim 19, wherein the teeth are substantially whitened in less than about sixty minutes.

Claims 23 (currently amended): The [[A]] method according to claim 1, wherein a whitening productivity coefficient of greater than about 32 is obtained.

Claim 24 (currently amended): The [[A]] method according to claim 1, wherein a whitening productivity coefficient of greater than about 96 is obtained.

Claim 25 (currently amended): The [[A]] method according to claim 1, wherein a whitening productivity coefficient of greater than about 192 is obtained.

Claim 26 (currently amended): The [[A]] method according to claim 3, wherein evaluating clients is done in an examination chair.

Claim 27 (currently amended): The [[A]] method according to claim 8, wherein the prewhitening dentifrice has organoleptic properties designed to be pleasing to a client.

Claims 28-29 (canceled)

Claim 30 (withdrawn): A method of intraprocedure brand imprinting at a tooth whitening center, comprising:

- (a) exposing the client during tooth whitening to a first composition, device or product that can be easily identified and remembered by the client when the procedure is finished;
- (b) exposing the same client to a purchase opportunity, the purchase opportunity comprising at least one second composition, device or product that is reminiscent of the first composition, device or product that the client was exposed to during the image enhancement procedure, and
- (c) allowing the same client to purchase the second composition, device or product prior to exiting the image enhancement facility.

Claim 31 (withdrawn): A method according to claim 30, wherein the first composition, device or product are selected from the group consisting of prewhitening dentifrice, whitening gel, and isolation materials.

Claims 32-49 (canceled)

Claim 50 (withdrawn): A method of providing tooth whitening services, comprising:

- (a) establishing a network of satellite centers, associate centers and master tooth whitening centers;
- (b) establishing standards for a tooth whitening method;
- (c) training dental professionals in the tooth whitening method employing said standards;
- (d) providing uniform promotional material for the satellite centers, associate centers and master tooth whitening centers regarding the tooth whitening methods; and
- (e) providing compositions and devices to the satellite centers, associate centers and master tooth whitening centers practicing the tooth whitening methods.

Claim 51 (withdrawn): The method of claim 50, further comprising a callback service wherein a central telephone number of internet site is provided to furnish information to

potential clients as to the location of satellite centers, associate centers and master tooth whitening centers.

Claim 52 (withdrawn): The method of claim 51, wherein the callback service comprises a data processing means.

Claim 53 (withdrawn): A method of collecting and disseminating tooth whitening client information, comprising:

- (a) providing information about tooth whitening services to potential tooth whitening clients;
- (b) providing a means of receiving contacts initiated by potential clients; and
- (c) providing a means of informing said potential clients of locations where tooth whitening services can be obtained.

Claim 54 (withdrawn): The method of claim 53, wherein the means of receiving contacts initiated by potential clients and informing said potential clients of locations where tooth whitening services can be obtained through a telephonic connection, a web site, email or written correspondence.

Claim 55 (withdrawn): The method of claim 53, wherein locations where tooth whitening services can be obtained include office of dental professionals.

Claim 56 (withdrawn): The method of claim 53, wherein locations where tooth whitening services can be obtained include locations that pay a fee for collecting and disseminating said tooth whitening client information.

Claim 57 (withdrawn): The method of claim 53, wherein the means of receiving contacts initiated by potential clients is a database.

Claim 58 (withdrawn): The method of claim 53, wherein the information is provided through a database.

Claims 59-78 (canceled)

Claim 79 (currently amended): A method of providing light-activated, tooth whitening services to a plurality of clients by one dental professional, which comprises:

(a) providing a light-activated tooth whitening module comprising at least two light-activated, tooth whitening workstations, each workstation in the module being operated by the dental professional;

(b) assigning each client to a workstation of the module; and

(c) having the dental professional administer light-activated, tooth whitening services to each client in each workstation of the module,

wherein the light-activated, tooth whitening services comprises the steps of:

(i) applying a whitening gel to all of the cosmetically visible teeth of the client;

(ii) applying light to all of the teeth simultaneously for a fixed period of time; and

(iii) repeating steps (i) and (ii) two to five times.

Claims 80-83 (canceled)

Claim 84 (new): The method accordingly to claim 79, wherein light is applied to the teeth simultaneously for a fixed period of time of about 15 to about 30 minutes.

Claim 85 (new): The method accordingly to claim 79, wherein light is applied to the teeth simultaneously for a fixed period of time of about 20 minutes.

Claim 86 (new): The method accordingly to claim 79, wherein steps (i) and (ii) are repeated three times.

Claim 87 (new): The method according to claim 79, further comprising a step of isolating the teeth of the client from gingival tissue prior to the step of applying whitening gel.

Claim 88 (new): The method according to claim 87, wherein isolating the teeth of the client comprises applying a suitable isolation material.

Claim 89 (new): The method according to claim 79, further comprising a step of priming of the teeth of the client prior to the step of applying the whitening gel.

Claim 90 (new): The method according to claim 89, wherein priming comprises brushing the teeth of the client with a pre-whitening dentifrice.

Claim 91 (new): The method according to claim 79, further comprising a step of comparing the shade of teeth to a desired shade on a shade guide.

Claim 92 (new): The method according to claim 79, wherein the whitening gel comprises from about 1% to about 35% hydrogen peroxide.

Claim 93 (new): The method according to claim 79, wherein the whitening gel comprises from about 5% to about 35% hydrogen peroxide.

Claim 94 (new): The method according to claim 79, wherein the whitening gel comprises from about 3% to about 20% hydrogen peroxide.

Claim 95 (new): The method according to claim 79, wherein the whitening gel comprises from about 6% to about 15% hydrogen peroxide.

Claim 96 (new): The method according to claim 79, wherein the whitening gel comprises an oxidizing compound.

Claim 97 (new): The method according to claim 96, wherein the oxidizing compound is selected from the group consisting of hydrogen peroxide, carbamide peroxide, calcium peroxide, sodium perborate, potassium persulfate, peracetic acid, metal peroxides, alkali metal percarbonates, and alkali metal perborates.

Claim 98 (new): The method according to claim 97, wherein the oxidizing compound comprises hydrogen peroxide.

Claim 99 (new): The method according to claim 97, wherein the oxidizing compound comprises hydrogen peroxide and carbamide peroxide.

Claim 100 (new): The method according to claim 96, wherein the oxidizing compound comprises a peroxyacid compound.

Claim 101 (new): The method according to claim 100, wherein the peroxyacid compound is selected from the group consisting of peroxyacetic acid and a peroxyacid precursor compound.

Claim 102 (new): The method according to claim 101, wherein the peroxyacid precursor compound is selected from the group consisting of glyceryl triacetate, an acetylated amino acid, acetylsalicylic acid, N,N,N',N'-tetraacetyl ethylenediamine, a vinyl acetate polymer, a vinyl acetate copolymer, acetylcholine, and other biologically acceptable acetylated compounds.

Claim 103 (new): The method according to claim 79, wherein the whitening gel comprises a photosensitizing agent.

Claim 104 (new): The method according to claim 103, wherein the photosensitizing agent is selected from the group consisting of a semiconductor particle, a benzophenone derivative, a benzotriazole derivative, a diketone, a metal-ligand complex, and a phthalocyanin-metal complex.

Claim 105 (new): The method according to claim 104, wherein the photosensitizing agent comprises a semiconductor particle selected from the group consisting of titanium dioxide and zinc oxide.

Claim 106 (new): The method according to claim 104, wherein the photosensitizing agent comprises a diketone selected from the group consisting of camphorquinone and benzil.

Claim 107 (new): The method according to claim 104, wherein the photosensitizing agent comprises a metal-ligand complex selected from the group consisting of ferric potassium oxalate, manganese gluconate, ethylenediamine tetraacetic acid, diethylenetriamine pentaacetic acid, nitrilotriacetic acid, 1-hydroxyethylidene-1,1-diphosphonic acid, ethylenediamine tetra(methylenephosphonic acid), diethylenetriamine penta(methylenephosphonic acid), sorbitol, xylitol, mannitol, maltitol, and lactitol.

Claim 108 (new): The method according to claim 79, wherein the whitening gel comprises an oxidizing compound and a photosensitizing agent.

Claim 109 (new): The method according to claim 108, wherein the oxidizing compound comprises hydrogen peroxide and the photosensitizing agent comprises ethylenediamine tetraacetic acid.

Claim 110 (new): The method according to claim 79, further comprising the step of treating the teeth with a desensitizing composition after steps (i) and (ii) are repeated two to five times.

Claim 111 (new): The method according to claim 110, wherein the desensitizing composition comprises at least one of potassium nitrate and fluoride.

Claim 112 (new): The method according to claim 110, wherein the desensitizing composition comprises from about 3% to about 6% potassium nitrate by weight of the composition.

Claim 113 (new): The method according to claim 79, wherein the whitening gel has organoleptic properties designed to be pleasing to a client.

Claim 114 (new): The method according to claim 88, wherein the isolation material has organoleptic properties designed to be pleasing to a client.

Claim 115 (new): The method according to claim 79, wherein the workstation comprises at least one chair, a tooth whitening procedure tray, and a light source.

Claim 116 (new): The method according to claim 115, wherein the workstation further comprises entertainment.

Claim 117 (new): The method according to claim 115, wherein the tooth whitening procedure tray comprises a pre-whitening toothbrush, a pre-whitening tooth paste, a cheek retractor, a gingival isolation material, and the whitening gel.



Claim 118 (new): The method according to claim 117, wherein the tooth whitening procedure tray optionally further comprises a sterilized bag, a fiber-optic positioner, an oral napkin, at least one syringe tip, an examination/screening mirror, a dental explorer, a headrest cover, an aspirator tip, a client bib, a salvia ejector, a syringe tip cover, at least one cotton ball, and a mucosal isolation material.

Claim 119 (new): The method according to claim 117, wherein the tooth whitening gel is stored separately from the other components on the tray.

Claim 120 (new): The method according to claim 115, wherein the tooth whitening tray is sterilized.

Claim 121 (new): The method according to claim 115, wherein the light source is selected from the group consisting of gas plasma, light emitting diode, linear flash lamp, tungsten halogen, metal halide, Xenon short arc, Mercury short arc, Mercury Xenon short arc, Argon plasma arc, and Argon short arc lamps.

Claim 122 (new): The method according to 121, wherein the light source is a plasma arc lamp.

Claim 123 (new): The method according to 121, wherein the light source is a metal halide lamp.